

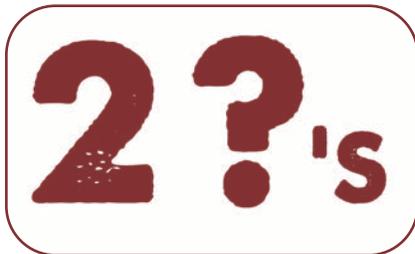


SCHWARTZ *Report*

DIRECT: 302-234-5202 • OFFICE: 302-239-3000
www.charlieschwartz.com

April, 2017

TWO REAL ESTATE QUESTIONS



Let me pose two questions and then endeavor to answer them one by one. While neither is in the exclusive realm of real estate, each has interesting realty implications. Let's start with the first question: What is the price of being nice? In this age of buyer agency it is considered bad form to let the sellers' agent, let alone the sellers themselves, know too much about their potential buyer. Common sense seller inquires such as where do they work; what are the ages of their children; and, what are their goals for my property would seem to be straight forward and not overly intrusive. "Tell me about your buyers" is an open ended and not an overly inquisitorial question which I have often asked. I've had buyers' agents respond by saying that all they are required to present on the subject is a mortgage qualification letter on behalf of the would-be purchasers. This name, rank and serial number approach misses the point that whether we are engaged in selling real estate or some other product we are all in the people business. Therefore, the sooner we can get folks to relate to one another as people, the better for all parties in the transaction. Retiring behind a wall of agent/client privilege would seem to make it harder to reach an accord.

The market may be helping with the answer through greater competition. In a growing number of locations and price ranges there is a dwindling supply of inventory. That usually means prices will rise as there are fewer sellers and just as many or more buyers chasing them. That would neatly define a burgeoning sellers' market. So if you are a buyer whose offer is competing with several others for a seller's affection, what do you do? The

answer is—be nice and write a love letter to the seller. A recent New York Times Sunday article entitled "A Letter from the Heart Clinches the Park Slope Deal" the buyers made this observation: "We were told the owner was so moved by the letter that she picked us..." The seller's agent stated: "...When my client read that letter, she knew in her heart that [V] was the right buyer. The losing buyers may have been just as sincere, but they didn't write letters."

Every offer competes with every other offer on the basis of price, financial credibility and terms of sale so it would be naïve to state that writing a glowing letter can turn a bad offer into a good one. That would be like a batter appealing to heaven as he steps up to the plate. As my father used to say, that won't help him if he can't hit. The offer better have some compelling things in it that will interest the seller or the letter writing campaign falls flat. Nevertheless, all other things being equal, or nearly so, the price of being nice might just win an accepted offer.

The second question is: "Does proximity matter?" Over the years, I have sold properties from Claymont to Smyrna and from Elkton to Media and the loyalty of my customer base, I would say, is second to none. Nowadays, however, when those properties come back on the market or when those folks refer me to someone else in the neighborhood, I usually try to partner with an associate who either lives close to the subject property or whose branch office is closest to it. The impetus for this is time and talent. I cannot know every market, although I con-

sider myself a pretty fair general practitioner. Regardless, the goal is to serve the client's best interests. My suspicion has always been that the further away one gets from a particular property, the more likely you are to miss some of the nuances of that little segment of the market and they could make a difference.

A recent study published in the Journal of Housing Research seems to confirm this intuition. In it, Benny Walker, a professor of finance and real estate at Longwood University in Farmville, Virginia states that for every mile between a property and its listing agent's office

the time on the market goes up 0.36% and the "overall likelihood of selling" goes down by 0.5%. The researchers studied data on 13,017 sold and 8,053 unsold properties collected from the central Virginia Multiple Listing Service in a ten year period from 1999 to 2009. The conclusion was that "taking two equivalent houses—one down the block from its listing agent and the other 15 miles away—the one farther away will take roughly 5 % longer to sell and has a 7.5 % lower chance of selling at all." Most successful agents narrowly define their personal market area, and prefer to keep their business local. So, proximity does matter.

Charlie Schwartz
Patterson-Schwartz
7234 Lancaster Pike, Suite 100A
Hockessin, Delaware 19707
302-239-3000

Visit my website
www.charlieschwartz.com
for a detailed overview of the current real estate markets in New Castle & Kent County, DE, S. Chester County, PA and Cecil County, MD.

PRSR STD
U.S. POSTAGE
PAID
Patterson-Schwartz
Real Estate



FIXER UPPERS
Bargains, lowest prices. These homes need work. Call for a free computerized list with pictures.
Free recorded message
1-888-322-5252 ID #1048
Patterson-Schwartz Real Estate



If your home is currently listed for sale, this is not intended to be a solicitation.

27 Quick and Easy Fix Ups to Sell Your Home Fast and for Top Dollar

DE, MD, PA – Because your home may well be your largest asset, selling it is probably one of the most important decisions you will make in your life. And once you have made that decision, you'll want to sell your home for the highest price in the shortest time possible without compromising your sanity. Before you place your home on the market, here's a way to help you to be as prepared as possible.

To assist homesellers, a new industry report has just been released called "27 Valuable Tips That You Should Know to Get Your Home Sold Fast and for Top Dollar." It tackles the important issues you need to know to make your home competitive in today's tough, aggressive marketplace.

Through these 27 tips you will discover how to protect and capitalize on your most important investment, reduce stress, be in control of your situation, and make

the best profit possible. In this report you'll discover how to avoid financial disappointment or worse, a financial disaster when selling your home. Using a common-sense approach, you will get the straight facts about what can make or break the sale of your home.

You owe it to yourself to learn how these important tips will give you the competitive edge to get your home sold fast and for the most amount of money.

To order a FREE Special Report, visit www.charlieschwartz.com and select *Seller Tips* from the side bar menu, or to hear a brief recorded message about how to order your FREE copy of this report call toll-free 1-888-322-5252 and enter 1023. You can call any time, 24 hours a day, 7 days a week.

Get your free special report NOW to learn how to ensure a home inspection doesn't cost you the sale of your home.

This report is courtesy of Charlie Schwartz of Patterson-Schwartz Real Estate. Not intended to solicit properties currently listed for sale. Copyright© 2013.

